PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Distribution DATE: September 7, 1990

FROM: James Taylor

SUBJECT: Camel Advertising

I thought you would find the attached articles very interesting.

You will remember that in the process of looking at various agencies, one particular agency, Gibbons Voyeur, had a creative head in attendance who claimed to have been an integral player in coming up with the idea for the Old Joe repositioning of Camel.

Given that we assumed that McCann-Erickson had been the developer of the concept, this did not seem to be an unreasonable claim.

The attached, however, would cast significant doubt on the claims that we heard. According to the correction attached, McCann-Erickson did not in fact develop the concept origins for Old Joe advertising. The honors lie with a Greensboro, NC outfit, Trone Advertising!

Regards,

James

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